



VISION

To be the preferred and most trusted beneficiary of donations and bequests.

MISSION

The Foundation informs, develops and stewards resources in support of the Cheyenne Regional Health System’s mission to inspire great health.

FINANCIAL DEVELOPMENT

PROGRAM DEVELOPMENT

CONTINUOUS IMPROVEMENT

GOALS

OBJECTIVES & STRATEGIES

Increase fundraising revenue

Keep activities relevant & focused

Increase efficiency, effectiveness & communication

- Continue community engagement**
- Existing fundraising events
 - New fundraising events
 - Engagement events

- Identify CRMC priorities for fundraising**
- Formal engagement for annual priorities
 - Flexible engagement for developing priorities

- Leverage Foundation capacity**
- Refine staff roles / responsibilities
 - Increase board member participation
 - Continuous process improvement

- Targeted donor engagement**
- Annual Giving Plans (Corporate & Indiv.)
 - CRMC employee giving (1-2-3 Campaign)
 - External grant opportunities

- Improve donor engagement**
- Existing donors
 - Prospective donors
 - Donor preferences & communication

- Improve operational processes**
- Data management
 - Electronic acknowledgments

- Increase major gifts & planned giving awareness**
- Contacts with prospects
 - Contacts with advisors
 - Community seminars

- Continue/increase CRMC Support**
- Annual (Denim & Diamonds) projects
 - Capital budget projects
 - Internal grants
 - Other (emerging needs, events, etc.)

- Maintain/improve communications**
- CRMC Executive Team & staff
 - Donors, sponsors & volunteers
 - Community (various media platforms)

- Succession Planning**
- Board Officers & Committee Chairs
 - Executive Director

Through philanthropic support of and advocacy for the Cheyenne Regional Health System, the health of individuals and the overall quality of life for our community will be enhanced.